Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended)   A computer-implemented method for generating a color image ~~in a computer browser program~~, the method comprising

associating at least one color with a markup language element capable of accepting image content,

applying a grayscale image as content of the element, and

~~modifying the content image by~~ applying the at least one color associated with the element as at least one ~~color~~ component color of the content image.

2. (currently amended)   The method of claim 1 further comprising

displaying at least the ~~modified~~ content image to a user ~~of the computer browser program~~,

providing a plurality of color groups,

allowing the user to select a group from the plurality of groups,

after the selection of a group by the user, modifying the content image by replacing at least one of the color components of the content image with at least one of the colors in the selected group, and

displaying at least the ~~newly~~ modified content image to the user.

3. (currently amended)   The method of claim 1 further comprising

displaying at least the ~~modified~~ content image to a user ~~of the computer browser program~~,

providing a color palette containing a plurality of individually selectable colors,

allowing the user to select a color from the palette,

after the selection of a color by the user, modifying the content image by replacing one of the color components of the content image with the selected color, and

displaying at least the newly modified content image to the user.

4. (original)   The method of claim 1 wherein the element is a shape and the grayscale image is applied as pattern fill content of the shape.

5. (original)   The method of claim 1 further comprising

incorporating the content image into an electronic product design, and

displaying the electronic product design to a user.

6. (currently amended)   A color image system for use with a computer executing a browser program, the system comprising

at least one server,

_____a color image software system encoded on one or more computer readable media, the system having

one or more grayscale images,

one or more markup language elements capable of accepting content and having at least one associated color attribute and having grayscale content image, and

means computer code for applying a grayscale image as content of an element such that the at least one color attribute of the element is applied as at least one color component of the content image and

computer code for supplying at least the element to a user computer for displaying to a user.

7. (currently amended)   The system of claim 6 further comprising

at least one color selection tool,

means computer code for allowing a user to select at least one color with the color selection tool, and

~~means~~ computer code for applying the at least one selected color as at least one color component of the content image.

8. (original)   The system of claim 6 wherein the element is a markup language shape and the grayscale image is applied as a pattern fill of the shape.

9. (currently amended)   The system of claim ~~6~~ 7 further comprising

~~means~~ computer code for incorporating the content image into an electronic product design, and

~~means~~ computer code for displaying the electronic product design to a user.

10. (currently amended)   A color image generation program encoded on one or more computer readable media and adapted to execute in a browser program running on a user computer, the program comprising

computer code adapted to ~~apply~~ display a markup language element at the user computer, the element having a grayscale image ~~applied~~ as content ~~of a markup language element capable of accepting content and having at least one associated color attribute such that the at least one color associated with the element is applied as at least one color component of the content image~~ and having at least one associated color attribute used as at least one color component of the grayscale image ,

computer code adapted to display at least one color selection tool to the user of the user computer, and

_____ computer code, responsive to the selection of one or more colors by the user, adapted to modify the content image by applying the one or more selected colors as one or more color attributes of the element.

11. (cancelled)

12. (currently amended)   The program of claim 10 further comprising

computer code adapted to incorporate the ~~content image~~ element into an electronic product design, and

computer code adapted to display the electronic product design to the user.

13-15. (cancelled).

16. (currently amended)   A computer-implemented method of displaying an electronic product design at a computer executing a browser program, the method comprising

receiving electronic product design information, the information including at least one markup language element ~~capable of accepting content, at least one~~ having at least one associated color attribute and having grayscale image content, and identifiers of a plurality of colors, and

processing the received information in the browser program to display an electronic product design to a user, the electronic design including at least the at least one element ~~filled with a color image~~ , the image content of the at least one element being generated by ~~replacing~~ applying at least one color from the plurality of colors as at least one color ~~component~~ attribute of the ~~grayscale image~~ ~~with at least one color from the~~ ~~plurality of colors~~ at least one element and using the at least one color attribute of the at least one element as at least one component color of the grayscale image content of the element.

17. (currently amended)   The method of claim 16 further comprising

allowing the user of the computer to select one or more colors from the plurality of colors,

after selection of the one or more colors, modifying the product design by applying the one or more user-selected colors as one or more color components of at least the ~~color~~ grayscale image, and

displaying the modified displayed electronic design to the user.

18. (new) One or more computer readable media encoded with computer executable instructions for performing the method of claim 1.

19. (new) The method of claim 5 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.

20. (new) One or more computer readable media encoded with computer executable instructions for performing the method of claim 16.

21. (new) The method of claim 17 further comprising allowing the user to place an order for the production of one or more products from the electronic product design.